British Airways’ Customer Experience

British Airways is part of International Airlines Group and is one of the world's leading global premium airlines.

Reasons to fly with British Airways

We’re on a journey to A Better BA and recently launched our £7bn transformation plan, the biggest ever investment of our business - focusing on revolutionising how we work and rolling out the very latest leading-edge technology to deliver the best customer experience.

As a global airline and the UK's flag carrier, we have been flying customers to where they need to be for more than 100 years.

We connect Britain with the world and the world with Britain, operating one of the most extensive international scheduled airline route networks together with our joint businesses codeshare and franchise partners.

Benefits of booking British Airways

- Customers have a generous free baggage allowance on our standard fares - with two free carry-ons and 23kg allowance for checked bags and 32kg in First and Club
- Complimentary meals and drinks designed by our culinary experts on all long-haul flights, across all cabins
- Complimentary snack and bottle of water on all short-haul flights for our Euro Traveller customers
- Free seat selection within 24 hours of departure
- Executive Club Members get free WiFi messaging
- Executive Club members can collect Avios on every flight and holiday, as well as more than 2,000 retailers to spend on flights, hotels, car hire, excursions and much more
- We offer a 24-hr cooling-off period on bookings in case you change your mind
- There’s no charge to pay for bookings by debit or credit card We operate from four London airports (Heathrow, Gatwick, City and Stansted) to centrally located airports at convenient times of day our customers want to fly

Exclusive benefits at British Airways

- We’re the only European airline to offer First class between the UK and US
- We’re the only UK airline to offer business class on every flight – including domestic services
- We’re the only airline to employ a Master of Wine full-time
- We’re the only airline to allow customers to book Avios-Only flights for as little as £1 plus 18,500
- We’re the first airline to offer bespoke Proactive Customer Care support at 35,000 feet. Our customer care teams can now connect with cabin crew on over 300 daily flights, meaning they can provide customers with real-time solutions on board

LOYALTY SCHEME

British Airways' industry-leading loyalty programme, the British Airways Executive Club, is free to join and open to all customers. Its currency is Avios, which can be collected through flying with British Airways and its partner airlines, taking a holiday, purchasing from 2,000+ retailers on shopping.ba.com, or everyday spending with a range of partners such as American Express.

Members also earn Tier Points when flying which unlock exclusive benefits when climbing through the Blue, Bronze, Silver and Gold Tiers. Benefits include access to British Airways' global network of premium lounges (more than any other European airline), fast-track security and priority boarding.

We launched Avios Only flights in 2023, which are flights made up exclusively of Reward Seats. The first long-haul Avios Only flight took place in October 2024, which saw families travel to Dubai from £100 + 60,000 Avios. In 2024, we made every seat on every flight available for as little as £1 by improving the Pay with Avios proposition across our global network.

NEW AIRCRAFT

British Airways flies to around 200 destinations in more than 75 countries, operating more than 285 aircraft including the A380, A350, 787, 777, A321, A320 and A319.

In 2024, we took delivery of 13 new fuel-efficient aircraft, including an Airbus A350-1000, four 787-10's, six A320neo and two A321neo aircraft.

Many of these aircraft offer between a 20-35% reduction in emissions and offer a modern and elevated travel experience for customers. All new aircraft delivered to British Airways feature the award-winning new business class seat, Club Suite.

CABINS

Our teams are busy working on installing our award-winning Club Suite cabins across some of our long-haul Heathrow based aircraft with two-thirds of long-haul aircraft flying with Club Suite.

On board our new A320 and A321neo aircraft, we've introduced new short-haul seats and cabin interiors, featuring a new design, larger overhead bins and USB charging at every seat. These designs are made with the highest quality materials from all corners of the UK.

We will introduce a brand-new and exclusive First suite. The airline expects the new seat to make its debut at the end of 2025 into early 2026 as part of its A380 aircraft refurbishment.

DINING

We continue to invest in menus that reflect our commitment to using British provenance and premium ingredients from local producers that champion the 'Best of British' cuisine. Menus are carefully curated by our culinary experts and have been thoughtfully paired with beverage options from our inflight drinks menu.

In addition, we also offer menus with regional variations that feature cuisines tailored to specific routes, and seasonal menus to celebrate festivities throughout the year, such as Diwali and

Thanksgiving.

All our wines are carefully selected by our Master of Wine, and we've recently expanded our Club World wine selection from four to six options, including Whispering Angel which is now available on board and its big sister, Rock Angel returns to First. Each quarter, our specially curated wine menus spotlight wines from a different region around the world for customers in Club World and First.

FIRST

First customers are invited to use our First Wing, a private check-in area and two dedicated security lanes that lead customers directly into our First Lounge. Customers travelling in First are invited to use our exclusive Concorde Room.

On board, our First cabin offers super-soft, sophisticated loungewear designed exclusively by luxury British fashion brand, Temperley London, slippers, and bespoke amenity kits. They feature Temperley's "Star" design, filled with products from No.1 British skincare brand, Elemis, including products from the highly sought after Ultra Smart pro-collagen range. The amenity kit contains the essentials to cleanse, revive and hydrate.

More than 1,100 cabin crew are specially trained as part of our First Service Specialist scheme, to elevate the first-class experience. Customers can create their own dining experience with our à la carte 'Dine Anytime' menu. All signature dishes are made with quality British ingredients and delivered with impeccable service.

Customers travelling in first can settle into their own spacious suite, perfect for customers to work in peace using free Wi-Fi, watch a film on our 15-inch screens, or stretch out and relax, with a luxurious quilted mattress, crisp white cotton duvet and pillow.

CLUB WORLD

We have partnered with The White Company to provide amenity kits and luxurious bedding for customers to help unwind and relax whilst on board. We offer a brasserie-style dining experience, allowing customers to select their choice of freshly prepared starters, mains and desserts.

Our award-winning Club Suite is available on all London Heathrow – New York (JFK) routes and on a variety of long-haul routes, such as Denver, Barbados and Mumbai. The new suite made its debut on our Airbus A350 aircraft and is now available across many of our Boeing 777 and 787 aircraft. We are continuing to retrofit our long-haul fleet at Heathrow, with two-thirds of long-haul aircraft flying with Club Suite.

LOUNGES

British Airways has the largest number of lounges of any European airline and as part of our £7bn transformation plan, we are refreshing our lounges across our network.

Customers can relax in our refreshed First, Galleries (business class) and Arrival lounges at London

Heathrow's Terminal 3 and 5, Edinburgh and Lagos. We are also working our two new lounges in Dubai and Miami airports, ready for 2025.

In selected First and Club lounges, we introduced new culinary choices for customers to enjoy, including new food servers and deli stations. The lounges offer customers complimentary Wi-Fi and plenty of USB and power points, enabling customers to work, surf online and charge personal devices.

FAMILY TRAVEL

We have a dedicated family check-in zone at our hub at Heathrow Terminal 5, to ensure families have a stress-free experience from the moment they book their flight, through the airport, to when they land in their destination.

As well as sitting families together for free, children have their own free checked luggage allowance, and we invite families to board first. We also offer families the option to bring a pushchair and car seat for free, and little ones can enjoy our complimentary kids meals on long-haul flights. This summer, we launched Paramount+ Kids channel on our inflight entertainment, offering hours of brand-new family friendly content on board.

We also have exclusive Skyflyer Kids Zones and a dedicated kids menu in our lounges at Heathrow and Gatwick. We introduced a new SkyFlyers snack box available to purchase in Euro Traveller and on long-haul flights, and we launched a dedicated Paramount+ Kids channel via our inflight entertainment on board.

TECHNOLOGY

As part of our £7bn transformation programme, we are investing £100m in machine learning, automation and AI across our operation, driving improvements from bookings to baggage handling and helping to revolutionise our operation, speed up departures and respond to disruption.

Innovative new tools are helping to predict delays (prompting pre-emptive action to reduce disruption) and analyse real-time weather, aircraft capacity and customer connections data to help our teams make better long-term decisions. Since the introduction of the systems, alongside a number of new processes and ways of working, we have seen improvements in our on-time departures.

We're also investing £750million in our IT infrastructure to move 700 systems and thousands of servers to the cloud by early next year.

Our brand-new website and app are on the way. The new website is designed to offer a range of personalisation services, empowering customers to self-service if they wish, taking control of their journeys online. We also recently introduced free Wi-Fi messaging to all Executive Club Members on our WiFi-enabled aircraft across our network, meaning customers can stay connected with the world at 35,000ft.

We are the first airline worldwide to introduce high-tech remote controlled Mototok tug devices to push back aircraft across our short-haul operation, and we are trialling vehicles on our long-haul operation. The machines have reduced push-back delays by more than 70 per cent, greatly improving punctuality for our customers. We are the first commercial operator to deploy the devices across multiple aircraft

stands and are now trialling the vehicles across our long-haul flights.

We are also using biometric technology to speed up boarding and arrivals processes in London, Orlando, Los Angeles and New York, with long-haul flights boarding in half the time, and short-haul flights in as little as seven minutes. We are the first and only European airline to use this technology to board international flights out of the US.

INFLIGHT ENTERTAINMENT

Whilst on board, customers can enjoy the latest blockbuster entertainment with over 560 movies, 100 TV boxsets, and 700 pieces of audio content including podcasts and wellbeing music. We also have a dedicated Paramount+ Kids channel for our youngest flyers to enjoy at 35,000ft.

We also offer a range of seasonal content and dedicated channels to suit everyone's preferences. Most recently, we introduced a range of Indian films and boxsets to celebrate 100 years of flying to India and will be launching a festive channel, featuring Christmas classics, just in time for December.

ONEWORLD

We're a member of **one**world, along with Alaska Airlines, American Airlines, Cathay Pacific, Finnair, Iberia, Japan Airlines, Malaysia Airlines, Qantas, Qatar Airways, Royal Air Maroc, Royal Jordanian and Sri Lankan Airlines. With our partners in the **one**world alliance, we offer a global network of hundreds of destinations, seamless customer service, and shared benefits for frequent flyers.

We have partnered with American Airlines, Finnair, Iberia, and Aer Lingus to provide more choices and better deals on flights between Europe and the USA. Additionally, we have collaborated with Japan Airlines, Iberia, and Finnair to offer more options for flights between Europe and Japan. Our partnership with Qatar Airways enhances the choices and connections available for travel between the UK, Doha, and beyond. Furthermore, our cooperation with China Southern Airlines improves choices and connections for travel between the UK and China.

SUSTAINABILITY

Welcome on board our most important journey yet. To find out more about BA Better World, read our latest Sustainability Report and discover how we're supporting our people while helping to reduce our impact on the environment, click here.